



Community Campaign

"Open the Jewel in the Desert"

A community campaign collaborative

February 15, 2014

The concept is to create a community/family around this project to bring awareness to raise the final \$1M and open the Eisendrath Center for Water Conservation and special event venue.

Bring together all partners and other related organizations to support the effort as a collaboration, a "grass roots" campaign to raise the last dollars needed to resume the final phase of the restoration and prepare for opening Eisendrath Center for Water Conservation.

The message is targeted to all identified constituents, sub-committee groups

Community campaign committee concept:

Sub committees

- grand opening special event fundraiser
- two day public grand opening
- water conservation department/SRP program launch
- historic associations/special event venue representatives/ASU

The message is the urgency and last push effort to raise the final \$1 million to open this historically significant home to view, the visitor's education center, the special event venue and water conservation center on 9 acres of Sonoran Desert for all to enjoy.

The plan is to gather as many of our target partners, present the community campaign concept at a launch event presenting the campaign structure, present the new online landing page and recruit all constituents as promotional partners, or as committee members.

Secure commitment of all vested constituents to e-mail our provided promo piece to their constituents with link to our landing page. Campaign launch will include a promotional media package with Frontdoors online magazine with enhanced editorial of the project.

Community Committee Leaders (Chairs and Representatives)

- City of Tempe (Scottsdale & Phoenix)
- THSF – all historical groups Tempe, Phoenix, Scottsdale +
- Chamber of Commerce(s)
- All tourist associations
- Corporate community reps
- Society special event scene/party planners

Constituents:

list – all that have been involved

Key marketing message

funding needed - budget

How your contribution can help at any level

online kick off - landing page

high levels and low levels donation options

Friends of levels - \$250 \$500 \$1000 \$2500

Gifts at any level _____ Other

Opening Special Event - buzz

great committee - fun community leaders/ chairs

special event planners contest

2 day public open house

On-going tours, hikes, demonstrations

For more information, please contact:



Kim Knotter, Executive Director

602-421-8857

kk.riosaladofoundation@gmail.com

Kristin Patrick, Operations Director

602-689-5228

Kp.riosaladofoundation@gmail.com

Visit www.supportriosalado.org